Ready?...Set, Act! and the Public Affairs IPT

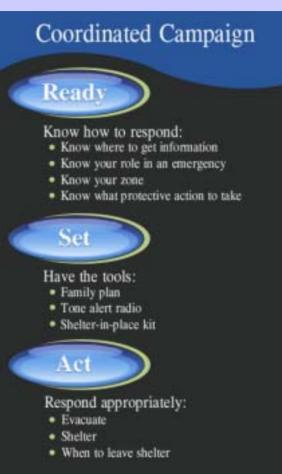
IPT Accomplishments

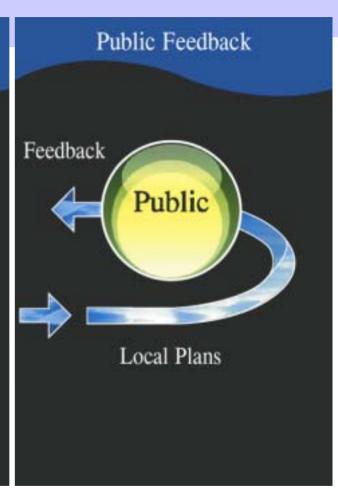
- IPT formed & charter approved
- CSEPP Joint Communications Action Plan (National Outreach Strategy)
- Sharing Best Practices
- Integration with SIP Working Group
- Product Coordination
- Technology Facilitator

Action Plan: Key Concepts

- Focus on communicating where the public mindset--people-centered messages
- Activate the active people
- Establish consistent message and tone
- "More bang for the buck"
- Measurable results







Vision:

A public that can and will act appropriately upon notification of an emergency at a chemical installation.

CSEPP Public Affairs Integrated Process Team

